

DISCOVER

South Carolina

SCPRT Leisure Media Plan FY 2022-23

9Rooftops®

FY 2022-23 Leisure Media Plan Targeting

Audience Targeting

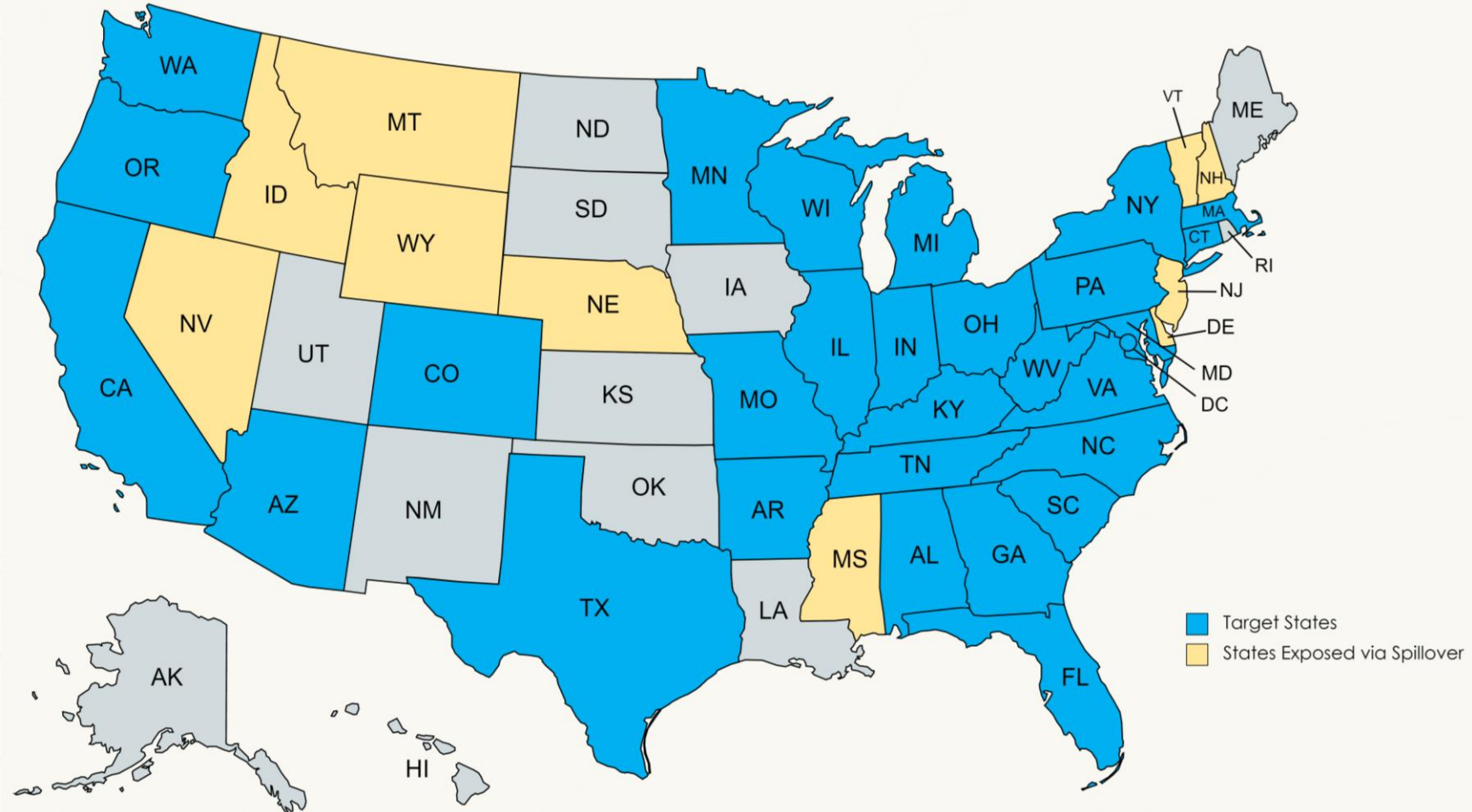
- **Demographic:**

- Adults 25-54
- HHI \$100K+
- Additional demo targets will be applied, according to the media tactic's natural alignment or ability to include multiple targeting layers.
 - Millennials
 - Young Families
 - African Americans

- **Interest & Behavioral:**

- Frequent Travelers/Travel Enthusiast
- Leisure/Family Traveler
- Outdoor Enthusiasts/Adventurers
- Cultural Travelers, History Enthusiasts and Foodies seeking unique and authentic experiences.
- Golf enthusiasts seeking adventures
- Family beach vacation
- Family activities
- Entertainment Seekers and Music Lovers

Leisure Geo-Targets



Inner Markets:

- South Carolina
- Georgia
- North Carolina
- Tennessee
- Virginia
- Florida

Outer Markets:

- Alabama
- Connecticut
- District of Columbia
- Illinois
- Indiana
- Kentucky
- Maryland
- Massachusetts
- Michigan
- New York
- Ohio
- Pennsylvania
- West Virginia
- Wisconsin

Extended Markets:

- Arizona
- Arkansas
- California
- Colorado
- Minnesota
- Missouri
- Oregon
- Texas
- Washington

States Exposed via Spillover

- Delaware
- Mississippi
- New Hampshire
- New Jersey
- Vermont
- Idaho
- Montana
- Nebraska
- Nevada
- Wyoming

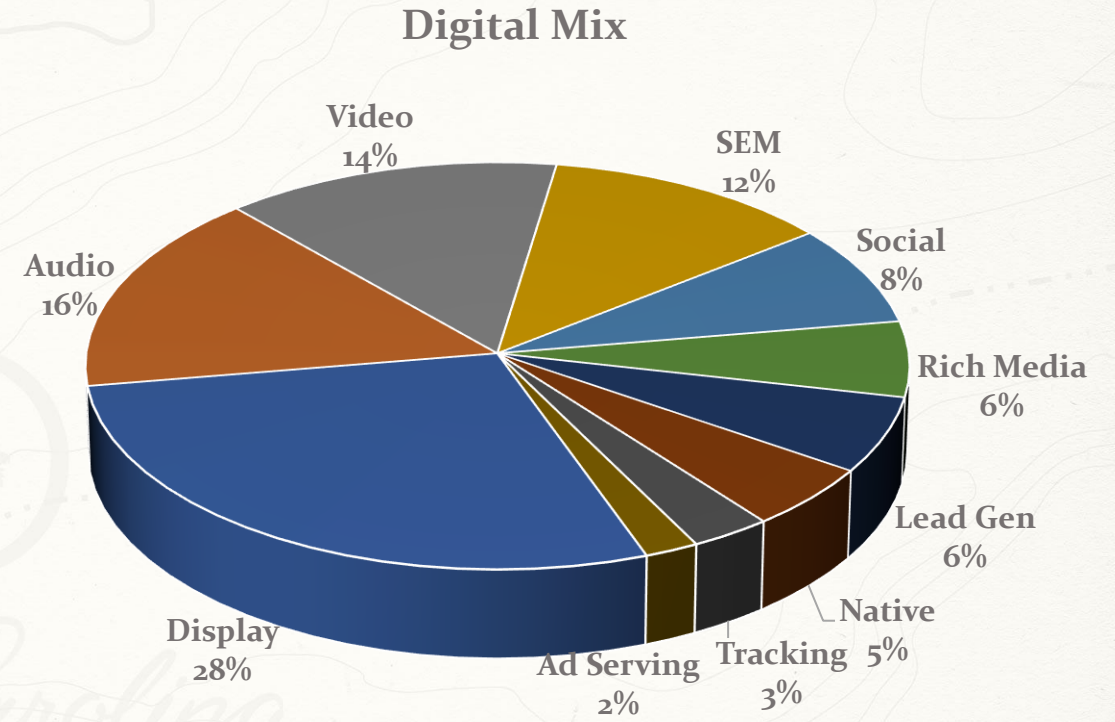
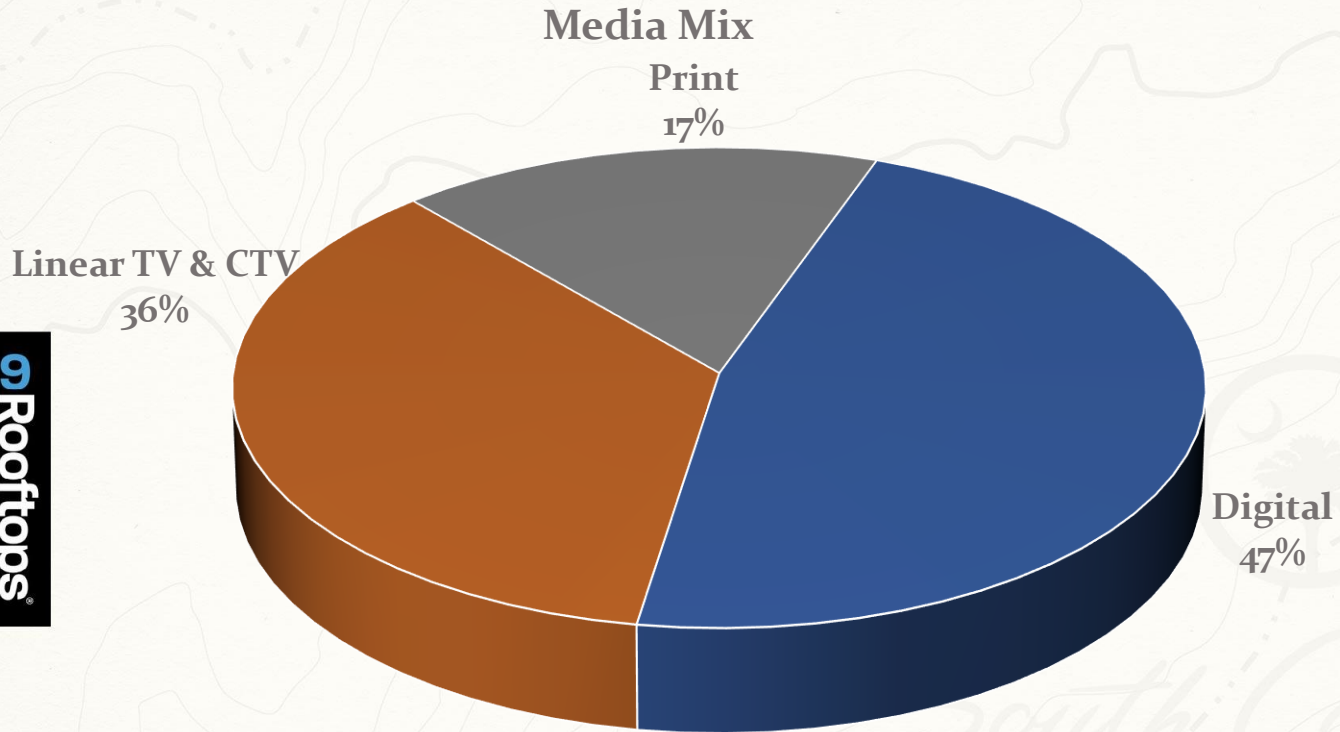
Leisure Media Objectives, Strategy & Tactics

Leisure Media Objectives

- Increase awareness and consideration of South Carolina as a premier, southern destination to drive increased visitation across the state by:
 - Leveraging the renewed partnership with Darius Rucker as South Carolina's official ambassador.
 - Building familiarity with South Carolina's leisure attractions and offerings, especially within the undiscovered areas in the state.
 - Boosting the overall perception of South Carolina as a safe place to visit for leisure vacations.
 - Increasing intent for return visits.
- Drive qualified leads to DiscoverSouthCarolina.com to generate interest and requests for vacation guides and eNewsletter subscriptions.
- Provide opportunities that will enhance marketing efforts of SCATR, emerging destinations and other tourism partners across the state.

Leisure Media Mix

Rooftops



Media Summaries by Tactic

Digital Summaries


FY 2022-23 Digital Summary

Vendor	Tactic	Ad Units
AccuWeather	Weather-Triggered	<ul style="list-style-type: none"> ➤ Cross-Platform Display ➤ Mobile Hero (Custom Rich Media) ➤ Mobile Adhesion
ADARA	Travel Verticals	<ul style="list-style-type: none"> ➤ Cross-Platform Display ➤ IMPACT Tracking
AdTheorent	Omnichannel Programmatic	<ul style="list-style-type: none"> ➤ Cross-Platform Display ➤ Cross-Platform Video
Digilant	Omnichannel Programmatic	<ul style="list-style-type: none"> ➤ Cross-Device Display ➤ Cross-Device Video ➤ Post-Click High Impact
	Premium Video	<ul style="list-style-type: none"> ➤ YouTube campaign manager
Discovery	Premium Video	<ul style="list-style-type: none"> ➤ Cross-Platform Video ➤ Cross-Platform Display - Added Value
Q1Media	SEM	<ul style="list-style-type: none"> ➤ Text Ads ➤ Keywords
	Location-Based, Mobile IP	<ul style="list-style-type: none"> ➤ Mobile IP Display ➤ Mobile IP High Impact Interstitials
Sojern	Travel Verticals	<ul style="list-style-type: none"> ➤ Cross-Device Display
TripAdvisor	Travel Verticals	<ul style="list-style-type: none"> ➤ Cross-Device Display

FY 2022-23 Digital Summary (continued)

Vendor	Tactic	Ad Units
★ Resonate	Omni-Channel	<ul style="list-style-type: none"> ➤ Cross-Device Display ➤ Cross-Device Video
SocialToaster	Facebook & Instagram	<ul style="list-style-type: none"> ➤ Static ➤ Carousel ➤ Video ➤ Spend includes 18% Management Fee
Taboola	Native & Content Distribution	<ul style="list-style-type: none"> ➤ Standard Native - Image, Headline, Copy, URL
★ Adelphic by Viant	Audio Streaming	Spotify <ul style="list-style-type: none"> ➤ :15 or :30 Cross-Platform Audio ➤ Companion Banner
		Podcasts <ul style="list-style-type: none"> ➤ :15 or :30 Cross-Platform Audio ➤ Companion Banner
iHeartMedia	Audio Streaming	<ul style="list-style-type: none"> ➤ :15 or :30 Cross-Platform Audio ➤ Companion Banner
Pandora/Sirius XM	Audio Streaming	<ul style="list-style-type: none"> ➤ :15 or :30 Cross-Platform Audio ➤ Companion Banner ➤ Standard, Responsive Display

FY 2022-23 Digital Summary (continued)

Vendor	Tactic	Ad Units
 Madera Digital	Lead Generation	Vacation Guides ➤ Image, Copy, URL, Auto-Responder email
Opt-Intelligence	Lead Generation	eScapes Newsletters ➤ Image, Copy, URL, Auto-Responder email
DoubleClick	Digital Management	➤ Fees for third-party ad serving



Intelligence



DoubleClick
Campaign Manager

Print Summaries

FY 2022-23 – Print Summary

Publication	Issue(s) & Editorial	Recommended Circulation	Ad Size & Total Deliverables	Total Imp.
Lifestyle Magazines				
Southern Living	(3) Issues: ➤ Sept 2022 - The Best of Fall ➤ April 2023 - South's Best Issue ➤ 3 rd Issue TBD	➤ National Circ – 2,800,000 per issue	➤ (3) Full Page	8,400,000
Good Housekeeping	(1) Issue TBD: Travel Sections slated for: ➤ Oct 2022 ➤ April 2023 ➤ May 2023 <i>Recommended issue is TBD and will be determined by the type of travel featured in each issue's section.</i>	➤ Inner/Outer Market Circ* - 1,485,000 per issue *NC, GA, TN, MD, OA, VA, KY, FL, AL, IL, NY, OH, MA	➤ (1) Full Page	1,485,000
Better Homes & Gardens	(1) Issue TBD: ➤ Dependent on Editorial Calendar not yet received.	➤ Outer Market Circ* – 2,530,900 per issue *AL, FL, GA, IL, KY, MD, MA, NY, NC, PA, OH, TN, VA/WV and DC	➤ (1) Full Page	2,530,900
Woman's Day	(1) Issue TBD: Travel Sections slated for: ➤ Oct 2022 ➤ April 2023 ➤ May 2023 <i>Recommended issue is TBD and will be determined by the type of travel featured in each issue's section.</i>	➤ Inner/Outer Market Circ* - 891,000 per issue *NC, GA, TN, MD, OA, VA, KY, FL, AL, IL, NY, OH, MA	➤ (1) Full Page	891,000

FY 2022-23 – Print Summary (continued)

Publication	Issue(s) & Editorial	Recommended Circulation	Ad Size & Total Deliverables	Total Imp.
Lifestyle Magazines (continued)				
Real Simple	(1) Issue TBD: ➤ Spring pending Editorial Calendar	➤ Outer Market Circ* – 632,100 per issue *AL, FL, GA, IL, KY, MD, MA, NY, NC, PA, OH, TN, VA/WV and DC	➤ (1) Full Page	632,100
Garden & Gun	(1) Issue: ➤ June/July 2023 (TBD Travel Issue)	➤ National Circ – 400,000	➤ (1) Full Page	400,000
Travel Magazines				
Travel + Leisure	(1) Issue: ➤ Sept 2022 - Culinary	➤ National Circ – 962,234 per issue	➤ (1) Full Page	962,234
African American Magazines				
Oprah Quarterly	(2) Issues TBD: ➤ Pending Editorial	➤ National Circ – 380,000 per issue	➤ (2) Full Page	760,000
Pathfinders Travel Magazine	(1) Or (2) Issues TBD: ➤ Potential Recommendation - September 2022 - Shoulder Season Vacations, highlighting SC Parks and ideal bike trails throughout the state. (May reserve for Parks)	➤ National Circ - 80,000 per issue ➤ Digital distribution only	➤ (1) Spread OR ➤ (2) Full Page	80,000

REAL SIMPLE

GARDEN & GUN

**TRAVEL+
LEISURE**




FY 2022-23 – Print Summary (continued)

Publication	Issue(s) & Editorial	Recommended Circulation	Ad Size & Total Deliverables	Total Imp.
Foodie Magazines				
Local Palate	(1) Issue TBD: ➤ Fall 2022 – Culinary Travel Destination OR ➤ Spring 2023 - TBD	➤ National Circ – 132,000 per issue	➤ (1) Spread	132,000
★ Martha Stewart Living	Chef Ambassador Program – (3) Issues ➤ July/August ➤ September ➤ October	➤ National Circ – 2,050,000 per issue + 45,600 Influencer	➤ (2) Full Page ➤ (1) Full Page Custom ➤ “Martha’s Circle” Influencer Promotion as AV.	4,145,600



Linear TV & CTV Summaries

FY 2022-23 Linear TV & CTV Summary

Vendor	Tactic	Total Metric Units
Various	Linear TV	48,721,071 Imps. (4,900 GRPs)
Hulu	CTV	2,904,149 Imps.
SambaTV	CTV	2,750,000 Imps.
 Roku	CTV	3,125,000 Imps.



Thank You